

IN THE CLAIMS:

Please replace the previous claims with the following claims:

1. (currently amended) A method for placing virtual objects in virtual object locations in a video program at a viewer's terminal in a television program delivery system, comprising:

receiving, at the viewer's terminal, a plurality of virtual objects for use with one or more of the virtual object locations in the video program, wherein the plurality of virtual objects are received through the television program delivery system and comprise first virtual objects intended for the viewer's terminal and second virtual objects intended for other terminals;

storing the plurality of virtual objects in the viewer's terminals;

receiving, at the viewer's terminal, a group assignment matrix and a retrieval plan for the viewer's terminal and the other terminals, wherein the group assignment matrix and the retrieval plan are received through the television program delivery system, and the group assignment matrix comprises reception site groupings and program categories thereby the viewer's terminal stores information relating to the program categories of its group;

executing the retrieval plan at the viewer's terminal to instruct, based on the stored information relating to the program categories of its group assignment matrix, the viewer's terminal to select one or more of the plurality of virtual objects; and

inserting the selected one or more of the received plurality of virtual objects into one or more of the virtual object locations during a display or storage of the video program at the viewer's terminal.

2. (Original) The method of claim 1, wherein the step of inserting comprises: selecting a specific virtual object from the one or more virtual objects.

3. (Original) The method of claim 2, further comprising recording virtual objects watched data at the viewer's terminal.

4. (Previously Presented) The method of claim 3, further comprising adjusting the selecting step based on the recorded virtual objects watched data.
5. (Original) The method of claim 1, further comprising:
receiving updated virtual objects at the viewer's terminal; and
storing the updated virtual objects in the viewer's terminal.
6. (Original) The method of claim 1, wherein at least one virtual object is an interactive virtual object including a link to a location remote from the viewer's terminal, further comprising:
receiving an activation of the interactive virtual object; and
connecting the viewer's terminal to the remote location.
7. (Original) The method of claim 6, wherein the remote location is an Internet web site.
8. (Original) The method of claim 1, wherein the viewer's terminal is one of a set top terminal, a television, a personal computer, a satellite television receiver, a wireless telephone, an electronic book reader, and a PDA device.
9. (currently amended) A terminal, in a television program delivery system, that receives virtual objects and video programs having virtual object locations and places the virtual objects into the video programs, comprising:
a receiver that receives, through the television program delivery system, a plurality of virtual objects and the video programs, the plurality of virtual objects comprising first virtual objects targeted for the terminal and second virtual objects targeted for other terminals, wherein the receiver further receives, through the television program delivery system, a retrieval plan and a group assignment matrix for the terminal and the other terminals, wherein the group assignment matrix comprises reception site groupings and program categories thereby the receiver stores information relating to the program

categories of its group;

a memory that stores the plurality of virtual objects; and

a processor that executes the retrieval plan that instructs, based on the stored information relating to the program categories of its group assignment matrix, the viewer's terminal to select one or more of the plurality of virtual objects, wherein the processor further inserts the selected one or more of the plurality of virtual objects into the virtual object locations during a display of the video programs.

10. (Original) The terminal of claim 9, wherein the video programs include a virtual object placement plan, the processor comprising a comparison module that compares the virtual object placement plan and the stored virtual objects to determine a specific virtual object for placement in a specific virtual object location.
11. (Original) The terminal of claim 10, wherein the virtual object placement plan is stored in the memory.
12. (Original) The terminal of claim 9, wherein the receiver receives updated virtual objects and the memory stores the updated virtual objects.
13. (Original) The terminal of claim 9, wherein the processor comprises a virtual objects watched module that determines virtual objects watched at the terminal, the virtual objects watched data stored in the memory.
14. (Original) The terminal of claim 13, wherein the processor adjusts the virtual object placement plan based on the stored virtual objects viewed data.
15. (Original) The terminal of claim 9, wherein one or more virtual objects are interactive virtual objects, the interactive virtual objects including a link from the terminal to a remote location.
16. (Original) The terminal of claim 15, wherein the remote location is an Internet

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web site.

17. (Original) The terminal of claim 9, wherein the terminal is one of a set top terminal, a television, a personal computer, a satellite television receiver, a wireless telephone, and electronic book reader, and a PDA device.
18. (currently amended) A method for placing virtual objects into video programs at a viewer's terminal in a television program delivery system, comprising:
- receiving, at the viewer's terminal, a plurality of virtual objects comprising first virtual objects intended for the viewer's terminal and second virtual objects intended for other terminals, wherein the plurality of virtual objects are received through the television program delivery system;
 - storing the received plurality of virtual objects;
 - receiving, at the viewer's terminal, a video program including one or more virtual object locations, the video program including virtual object information for placement of virtual objects into the video program, wherein the video program is received through the television program delivery system;
 - receiving, at the viewer's terminal, a group assignment matrix and a retrieval plan for the viewer's terminal and the other terminals, wherein the group assignment matrix and retrieval plan are received through the television program delivery system, and the group assignment matrix comprises reception site groupings and program categories thereby the viewer's terminal stores information relating to the program categories of its group;
 - executing the retrieval plan at the viewer's terminal to instruct, based on the stored information relating to the program categories of its group assignment matrix, the viewers terminal to select one or more of the plurality of virtual objects, wherein the executing step includes comparing the virtual object information and the received virtual objects to select virtual objects for placement in the virtual object locations; and
 - inserting the selected virtual objects into the virtual object locations.
19. (Original) The method of claim 18, wherein a viewer receives virtual objects for

display based on viewer information including one or more of programs watched data, virtual objects watched data, viewer demographic data, and viewer entered data.

20. (Original) The method of claim 18, further comprising:
gathering virtual objects watched data and programs watched data; and
storing the virtual objects watched data and the programs watched data in the viewer's terminal.
21. (Original) The method of claim 18, wherein the video program is stored and the inserting step occurs while the video program is stored.
22. (currently amended) A method for placing virtual objects into video programs at a viewer's terminal in a television program delivery system, comprising:
receiving, at the viewer's terminal, a plurality of virtual objects comprising first virtual objects intended for the viewer's terminal and second virtual objects intended for other terminals, wherein the plurality of virtual objects are received through the television program delivery system;
receiving, at the viewer's terminal, a video program including one or more virtual object locations, the video program including virtual object information for placement of virtual objects into the video program, wherein the video program is received through the television program delivery system;
receiving, at the viewer's terminal, a group assignment matrix and a retrieval plan for the viewer's terminal and the other terminals, wherein the group assignment matrix and the retrieval plan are received through the television program delivery system, and the group assignment matrix comprises reception site groupings and program categories thereby the viewer's terminal stores information relating to the program categories of its group;
executing the retrieval plan at the viewer's terminal to instruct, based on the stored information relating to the program categories of its group assignment matrix, the viewers terminal to select one or more of the plurality of virtual objects, wherein the executing step includes comparing the virtual object information and the received virtual

objects to select virtual objects for placement in the virtual object locations; and
inserting the selected virtual objects into the virtual object locations.

23. (Original) The method of claim 22, further comprising storing the received one or more virtual objects in the viewer's terminal.

24. (Original) The method of claim 22, wherein the video program is stored in the viewer's terminal, and wherein the inserting step occurs during storage of the video program.

25. (Original) The method of claim 22, wherein the inserting step occurs during a display of the video program.

26. (Original) The method of claim 22, wherein the inserting step occurs during receipt of the video program.

27. (Original) The method of claim 22, wherein the video program is displayed multiple times at the viewer's terminal, and wherein virtual objects inserted into the video object locations vary with one or more of the multiple displays of the video program.